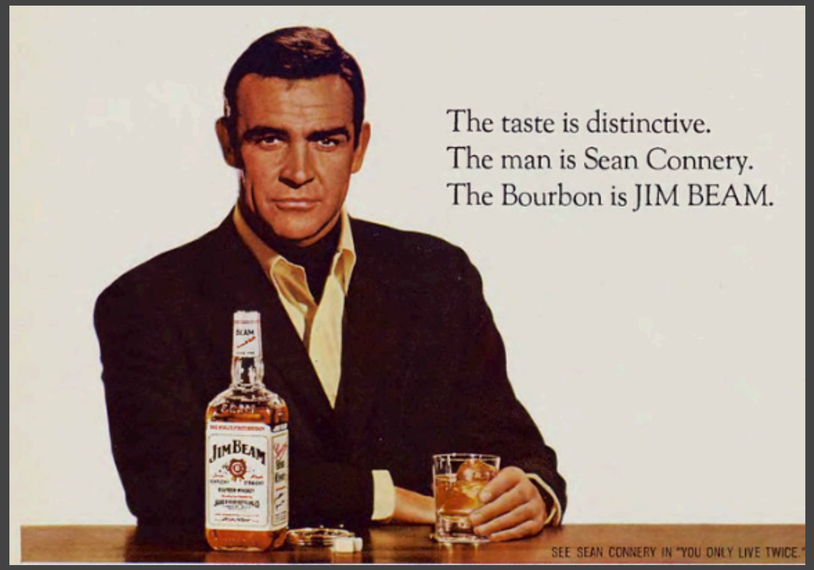
INFLUENCER MARKETING

What is **Influencer Marketing** and **why** should we use it?

Influencer Marketing is a way of tapping into existing communities of **engaged followers** on instagram

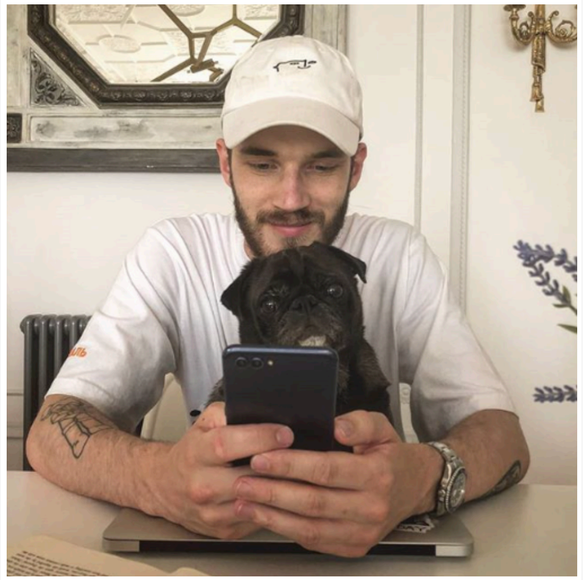
Celebrity Endorsements



Sean Connery: Jim Beam

Michael Jordan: McDonalds

Influencers of today:



pewdiepie

Me 👴 and Edgar 🐶 love the honor view 10 phone 🤳
Here's us looking at what my next dog will be.
#ad Save $50 on this phone when you register or sign in to your HiHonor.com account.
*Valid in the US only and open to May 28
Link in bio

kendalljenner

Getting into the groove of using my @formawellbeauty products ✨
#FormawellbeautyxKendallJenner

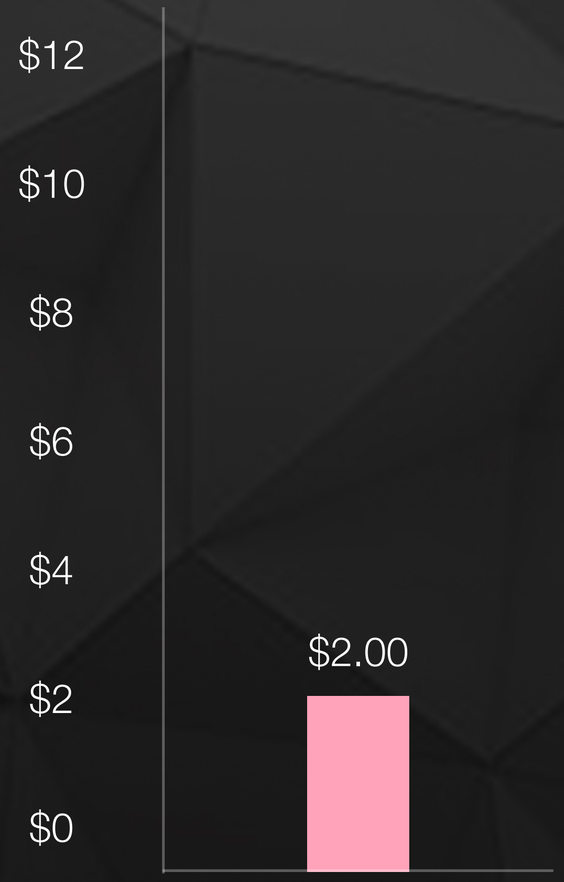
Compared to conventional advertising,
Influencer Marketing:

has lower costs

Is more effective

Conventional Ads:

for every $1 spent, the return is $2.00



Influencer Marketing (Shoutouts):

for every $1 spent, the return is $11.69